More than ever before, organizations are able to collect massive amounts of data in an ever-increasingly complex decision-making environment. Analytics is a key capability needed to unlock the value in that data and to make better decisions — from top line growth or bottom line cost savings to improvements in community well-being and better health. UC’s Center for Business Analytics is here to serve organizations — locally and nationally — to be best-in-class in Analytics.

- Through executive education events, seminars, non-credit short courses, and other educational programs, the Center promotes awareness of and deepens expertise in analytical methods within the corporate, small business, and academic communities.
- The Center engages faculty and students to work with Center members and business organizations to develop methods and models for using large data sets to solve current and emerging problems being faced by companies.
- To effectively share the expertise and experience of UC’s diverse educational and industry experiences of its faculty and students, the Center serves as an integration hub for applied analytics efforts.
- The Center can coordinate analytical research and consulting services, as well as, on-site corporate analytics training, using actual company data, in any area of data analytics and data management.

We seek members from both for-profit and not-for-profit organizations interested in Analytics. We target organizations from a wide variety of industries, including non-profits, who are willing to commit to annual sponsorship and will share their analytics expertise and best practices with other members.

BENEFITS OF MEMBERSHIP INCLUDE
- 5 seats to each of 3 Center Events (symposiums, forums, conferences).
- Visibility at Center Events via prominent placement of Member Organization's logo throughout the event.
- Discounts for Professional Training Courses offered by the Center.
- Participation in special member-only bi-monthly meetings.
- Opportunities for Center Member representatives to keynote, speak at or facilitate networking discussions during Center Events.
- One student project focused on a Member organization’s defined and directed problem.
PROJECTS INVOLVING UC STUDENTS CAN BE ACCOMPLISHED IN A NUMBER OF WAYS, SUCH AS THROUGH A FACULTY-DIRECTED MASTER’S STUDENT PROJECT, OR A GROUP OF STUDENTS WORKING ON A PROJECT WITH A FACULTY MEMBER AS PART OF A COURSE.

ABOUT BUSINESS ANALYTICS STUDENTS

- Most have Science, Technology, Engineering, Mathematics, or Statistics undergraduate degrees
- Most have some work experience
- Coursework includes
  - R and SAS for statistical analysis
  - SQL for data management
  - Specialized software for optimization and simulation
  - Data Visualization (Tableau)
- Many have additional experience in other programming languages (python, C, etc)

EXAMPLES OF RECENT STUDENT PROJECTS

- Predictive modeling to locate underperforming sales regions
- Data mining for sales patterns
- Optimizing a new detergent additive to meet consumer preferences
- Minimizing overtime in an automobile manufacturing facility
- Analysis of bank branch efficiency after an acquisition
- Analysis of call center data using data visualization
- Predictive models for determining timing and amount of insurance claims

Additional information about the center, its current membership, upcoming events, and the academic programs offered in Business Analytics, please visit our site at: business.uc.edu/analytics-center

For further information and membership pricing, please contact:

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